



WTIC-TV

ORDER

Print Date 10/10/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 386249 - 4

Original Date / Revision
10/10/12 10/10/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1321

Alt Order # 06309329

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 21% Market Value 233238

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	34%	79300
4WVIT	23%	53644
5WTNH	20%	46647
6WCTX	2%	4664
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	82	\$41,633.00	\$48,980.00	0.00	10/01/12	10/22/12	82	\$41,633.00	\$48,980.00
Totals	82	\$41,633.00	\$48,980.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/16/12	10/16/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 2 - - - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 2 - - - -		2				\$140.00		0.00			
2	61	10/17/12	10/18/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - 11 - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - 11 - -		2				\$140.00		0.00			
3	61	10/19/12	10/19/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - - - 2 -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - 2 -		2				\$140.00		0.00			
4	61	10/16/12	10/19/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 1111 - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111 - -		4				\$75.00		0.00			
E 5	61	10/16/12	10/19/12		CM	4p-5p	- 2222 - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00



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Contract / Revision **386249- 4** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1321**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
11	61	10/16/12	10/19/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- 1111 - -	:30	4	\$85.00	03	0.00	NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111 - -					4	\$85.00		0.00			
12	61	10/18/12	10/18/12	NLCS on FOX NLCS	CM	730p-11p (7:30 PM-11:00 PM)	- - - 2 - - -	:30	2	\$1,400.00	03	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - 2 - - -					2	\$1,400.00		0.00			
13	61	10/17/12	10/17/12	NLCS on FOX NLCS	CM	4p-730p (4:00 PM-7:30 PM)	- - 3 - - - -	:30	3	\$1,400.00	03	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - 3 - - - -					3	\$1,400.00		0.00			
14	61	10/19/12	10/19/12	NLCS on FOX NLCS	CM	730p-11p (7:30 PM-11:00 PM)	- - - - 1 - -	:30	1	\$1,400.00	03	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - 1 - -					1	\$1,400.00		0.00			
15	61	10/17/12	10/17/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - 2 - - - -					2	\$2,000.00		0.00			
E 16	61	10/20/12	10/20/12	College FB Late Game(F College FB Late Game(F	CM	7p-1030p (7:00 PM-10:30 PM)	- - - - - 3 -	:30	3	\$300.00	03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - 3 -					3	\$300.00		0.00			
17	61	10/20/12	10/20/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - 2 -					2	\$600.00		0.00			
E 19	61	10/21/12	10/21/12	NFL on FOX Early Giants:Sun 1-425p	CM	1p-425p (1:00 PM-4:25 PM)	- - - - - 3	:30	3	\$3,500.00	03	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - 3					3	\$3,500.00		0.00			
E 20	61	10/21/12	10/21/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 2	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - 2					2	\$900.00		0.00			
21	61	10/22/12	10/22/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1 - - - - -	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1 - - - - -					1	\$140.00		0.00			
22	61	10/22/12	10/22/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1 - - - - -	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1 - - - - -					1	\$75.00		0.00			
23	61	10/22/12	10/22/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2 - - - - -	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	2 - - - - -					2	\$150.00		0.00			
24	61	10/22/12	10/22/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	2 - - - - -	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	2 - - - - -					2	\$75.00		0.00			



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Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1321**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	61	10/22/12	10/22/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	2-----	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	2-----					2	\$75.00		0.00			
25	61	10/22/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$300.00		0.00			
26	61	10/22/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$400.00		0.00			
E 27	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	2-----					2	\$1,100.00		0.00			
E 28	61	10/22/12	10/22/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$250.00		0.00			
29	61	10/22/12	10/22/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$85.00		0.00			
30	61	10/22/12	10/22/12	NLCS on FOX NLCS	CM	730p-11p (7:30 PM-11:00 PM)	2-----	:30	2	\$1,400.00	03	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	2-----					2	\$1,400.00		0.00			
N31	61	10/16/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-TWTF--	:30	3	\$50.00	03	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					3	\$50.00		0.00			
Totals														82	\$48,980.00